



**Euromonitor  
International**

# Sweet Spreads Packaging in Mexico

May 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Sweet spreads packaging continues to record positive growth in 2023

PET bottles continue to gain share in honey packaging thanks to their squeezable nature

Mexicans prefer glass packaging for jams and preserves due to positive perception of flavour preservation

### PROSPECTS AND OPPORTUNITIES

Small pack sizes likely to be popular over the forecast period

Leading pack type glass jars expected to gain share in jams and preserves in the coming years

## Sweet Spreads Packaging in Mexico - Company Profiles

## Packaging Industry in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Metal beverage cans gaining share in beer due to new product launches

Aluminium/plastic pouches gaining share in shelf stable seafood due to their convenience

HDPE bottles lead but squeezable plastic tubes gaining share in body wash/shower gel

Smaller pack sizes remain dominant in wet cat food for their superior storage and preservation properties

Boost to small pack sizes in adult sun care as consumer look for convenience

### PACKAGING LEGISLATION

Government implements a new labelling policy for improving public health and awareness

### RECYCLING AND THE ENVIRONMENT

Tide moves towards sustainability with new product launch in detergents

Brands turn towards sustainable packaging in beauty and personal care due to changing consumer preferences

Folding cartons to gain share due to enhanced aesthetic appeal and sustainability

Table 1 - Overview of Packaging Recycling and Recovery in Mexico: 2021/2022 and Targets for 2023

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.